IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS

IN RE: HAIR RELAXER MARKETING, SALES PRACTICES, AND PRODUCTS LIABILITY LITIGATION		MDL No. 3060 Master Docket Case No. 1:23-cv-00818 Honorable Mary M. Rowland
Chevela Davis V. L'Oréal USA, Inc., L'Oréal USA Products, Inc., SoftSheen-Carson LLC, Strength of Nature, LLC, Godrej SON Holdings, Inc., AFAM		SHORT-FORM COMPLAINT AND JURY DEMAND Civil Action No.
Concept, Inc. d/b/a JF Labs, Inc., Beauty Bell Enterprises LLC f/k/a House of Cheatham, Inc., House of Cheatham LLC, Luster Products, Inc., Namaste Laboratories LLC		1:24-cv-11609
1.	Plaintiff(s)/Injured Party/Deceder	it (hereinafter, "Plaintiff(s)") incorporate by
reference Pl	aintiffs' Master Long Form Comp	laint in In Re: Hair Relaxer Marketing, Sales
Practices an	d Products Liability Litigation, MD	L 3060, filed as of May 15, 2023, as Document
Number 106		
2.	Plaintiff(s), Chevela Da	vis, file(s) this Complaint pursuant
to CMO No. 2	2 and is to be bound by the rights, pr	rotections and privileges, and obligations of that
CMO and other Orders of the Court. Further, in accordance with CMO No. 2, Plaintiff(s) hereby		
designate(s) the United States District Court for the Southern District of Texas as Plaintiff's		
designated venue ("Original Venue"). Plaintiff makes this selection based upon one (or more) of		
the following factors (please check the appropriate box(es)):		
~	Plaintiff currently resides in	Tomball, TX (City/State);
	Plaintiff purchased and used Defen (City/State);	dant(s)' products in
	The Original Venue is a judicial resides, and all defendants are resident	district in which Defendantdents of the State in which the district is located

(28 U.S.C. § 1391(b)(1)).

The Original Venue is a judicial district in which a substantial part of the events or omissions giving rise to the claim occurred, specifically (28 U.S.C. § 1391(b)(2)):United States District Court for the Southern District of Texas

There is no district in which an action may otherwise be brought under 28 U.S.C. § 1391, and the Original Venue is a judicial district in which Defendant is subject to the Court's personal jurisdiction with respect to this action (28 U.S.C. § 1391(b)(3)).

Other reason (please explain):

Other reason (please explain):

Texas (State/Territory).

4. Plaintiff is suing the following Defendants, and for purposes of diversity, whose State of Incorporation/Formation and Principal Place of Business is as follows:

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
7	AFAM Concept, Inc. d/b/a JF Labs, Inc.	Illinois	Illinois
	Avlon Industries	Illinois	Illinois
7	Beauty Bell Enterprises LLC f/k/a House of Cheatham, Inc.	Georgia	Georgia
	Dabur International Ltd.	Isle of Man	Dubai
	Dabur USA Ltd.	India	Illinois
	Dermoviva Skin Essentials, Inc.	Delaware	New Jersey
7	Godrej SON Holdings, Inc.	Georgia	Georgia
✓	House of Cheatham LLC	Delaware	Georgia
7	L'Oréal USA, Inc.	Delaware	New York
7	L'Oréal USA Products, Inc.	Delaware	New York
7	Luster Products, Inc.	Illinois	Illinois
	McBride Research Laboratories, Inc.	Georgia	Georgia

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
✓	Namaste Laboratories LLC	Illinois	Illinois
	Revlon Consumer Products Corporation	Delaware	New York
	Revlon Group Holdings LLC	Delaware	Delaware
	Revlon, Inc.	Delaware	New York
✓	SoftSheen-Carson LLC	New York	New York
V	Strength of Nature, LLC	Georgia	Georgia
	Other (Please identify):		
	Other (Please identify):		
	Other (Please identify):		

CASE SPECIFIC FACTS REGARDING HAIR RELAXER PRODUCT USE AND INJURIES

5.	Upon information and belie	ef, Plaintiff began using hair relaxer product(s) on or
about the follo	owing dateapproximately 1988	and if applicable, stopped using hair relaxer
product(s) on	or about the following date:	approximately 2013

6. Upon information and belief, Plaintiff used the following hair relaxer product(s), which Plaintiff contends caused and/or contributed to their injury(ies) and brings claims against the following Defendants:

<u>Defendant</u>	Product List (Select All Applicable Products)
AFAM Concept, Inc. d/b/a JF Labs, Inc.	☐ Hawaiian Silky - Crème Conditioning No Lye Silky Smooth Sheen Relaxer
	☐ Hawaiian Silky - Herbal No Lye Conditioning Relaxer System with Tea Tree & Avocado Oil - 2 Applications
	☐ Vitale - Olive Oil Anti-Breakage Relaxer No Base with Shea Butter - Regular Strength

Defendant	Product List (Select All Applicable Products)
	☐ Vitale Pro - New Texture Salon Exclusive Hair Relaxer
	☐ Vitale Mo'Body - Shea Butter Sensitive Scalp Relaxer with Oatmeal
	Protein
	☐ Vitale - Life and Body - Hair Relaxer with Aloe Vera - Smooth Silky
	Texture
	Other (please specify): Vitale Olive Oil Touch Up Kit Anti-Breakage No Lye Conditioning Relaxer with Coconut Oil & Vitamins (Regular); Vitale Olive Oil Anti-Breakage No Lye Conditioning Relaxer with Coconut Oil & Vitamins (Regular)
Avlon Industries, Inc.	☐ Affirm Crème Relaxer
	☐ Affirm Sensitive Scalp Relaxer
	☐ Affirm Dry & Itchy Scalp Relaxer
	☐ Affirm FiberGuard Conditioning Crème Relaxer
	☐ Affirm FiberGuard Sensitive Scalp Conditioning Relaxer
	☐ Other (please specify):
D D .	
Beauty Bell	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
Enterprises, LLC	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
f/k/a House of Cheatham, Inc.	Organics by Africa's Best Olive Oil Conditioning Relaxer System with
Cheatham, Inc.	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System ☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System
	☐ Texture My Way Men's Texturizing Kit ☐ Texture My Way Women's Texturizing & Softening System
	Other (please specify): Affica's Best Herbal Intensive Dual Conditioning No-Lye Relaxer System with Extra Virgin Olive
	Oil (Regular); Organics by Africa's Best Organic Conditioning Relaxer System With Extra Virgin Oilve Oil (Regular); Organics by Africa's Best Organic Conditioning Relaxer System No-Lye (Regular)
House of Cheatham,	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
LLC	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with
	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer
	System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System
	☐ Texture My Way Men's Texturizing Kit
	☐ Texture My Way Women's Texturizing & Softening System
	Other (please specify): Africa's Best Herbal Intensive Dual Conditioning No-Lye Relaxer System with Extra Virgin Olive Oil (Regular); Organics by Africa's Best Organic Conditioning Relaxer System No-Lye (Regular)
L'Oréal USA, Inc./	☐ Dark and Lovely Beautiful Beginnings No-Mistake Smooth Relaxer
L'Oréal USA	☐ Dark and Lovely Beautiful Beginnings No Mistake Curl Softener
Products, Inc./	☐ Dark and Lovely Healthy Gloss 5 Shea Moisture No Lye Relaxer
SoftSheen-Carson	☐ Dark and Lovely Triple Nourished Silkening Relaxer
LLC	☐ Optimum Salon Haircare Defy Breakage No-Lye Relaxer

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Optimum Salon Haircare Amla Legend Relaxer
	☐ Optimum Care Bodifying Relaxer
	☐ Optimum Multi-Mineral Reduced pH Crème Relaxer
	☐ Bantu No Base Relaxer
	☐ Ultra Precise No-Lye Conditioning Relaxer
	☐ Mizani Butter Blend Relaxer
	☐ Mizani Butter Blend Sensitive Scalp Rhelaxer
	☐ Mizani Butterblend Prosolvent Relaxer
	☐ Mizani Classic Rhelaxer
	☐ Mizani Sensitive Scalp Rhelaxer
	☐ Care Free Curl – Cold Wave Chemical Rearranger Super Strength
	☐ Look of Radiance Permanent Crème Relaxer Kit
	Other (please specify): Ultra Precise No-Lye Conditioning Relaxer Contains No Sodium Hydroxide (super); Ultra Precise No-Lye Conditioning Relaxer Contains No Sodium Hydroxide (super); Ultra Precise No-Lye Conditioning Relaxer (Color Treated); Dark and Lovely Moisture Replenishing for Ultimate Body & Shine No-Lye Conditioning Relaxer System (Regular)
	☐ Luster's Pink Oil Moisturizer No-Lye Conditioning Relaxer
	☐ Luster's Pink Oil Moisturizer Short Looks Texturizer
	☐ Luster's Pink Oil Moisturizer Smooth Touch Relaxer
	□ PCJ Kit
Luster Products	☐ PCJ No Lye Kit - Adult
Company	☐ PCJ No Lye Kit - Children's
<u> </u>	☐ ShortLooks Colorlaxer Diamond Black
	☐ ShortLooks Colorlaxer Passion Red
	☐ ShortLooks Colorlaxer Sable Brown
	Other (please specify): Luster's Pink Enhanced Triple+ Conditioning No Lye Relaxer (Regular); Luster's Pink Conditioning Relaxer Pink Protection System No-Lye (Regular)
	Design Essentials Honey Nectar Relaxer Kit - Time Release Regular
MaDrida Dagaarah	Strength Design Essentials Sansitive Seels Relevan System
McBride Research Laboratories	 □ Design Essentials Sensitive Scalp Relaxer System □ Design Essentials Regular Conditioning Relaxer
Laboratories	
	☐ Other (please specify):
	☐ ORS Olive Oil Built-In-Protection No-Lye Relaxer – Full Application
	ORS Olive Oil No-Mix Salon Formula Crème Relaxer
	ORS Olive Oil Ultra Nourish Crème Hair Relaxer
	■ ORS Olive Oil Built-In-Protection No-Lye Relaxer – New Growth
	☐ ORS Olive Oil Zone Relaxer – Targeted Touch-Up No-Lye Hair
Namaste Laboratories	Relaxer
	ORS Olive Oil Curl Stretching Texturizer
	ORS Olive Oil Crème on Crème Touch-Up No-Lye Hair Relaxer
	ORS Olive Oil Mild Touch Relaxer with 60% Lower Chemical
	☐ ORS Olive Oil Texlax and Stretch Semi-Straightening System
	ORS Olive Oil Girls Built-In Protection Plus No-Lye Conditioning Hair
	Relaxer System

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ ORS Olive Oil Girls Soft Curls No-Lye Crème Texture Softening
	System
	☐ ORS HAIRepair No-Lye Conditioning Relaxer System with Cuticle
	Shield
	ORS Olive Oil Professional No-Lye Relaxer Kit
	ORS Olive Oil Professional Crème Relaxer
	☐ Namasté Salon System Triple Emulsion Relaxer
	☐ Namasté Salon System Crème Relaxer
	☐ Namasté Salon System Conditioning Sensitive Scalp No-Lye Relaxer
	☐ Namasté Salon System Crème Relaxer Salon Trial Pack
	☐ (Other (please specify):
	☐ African Pride – No Lye Relaxer Kit
	☐ African Pride – No Base Relaxer
	☐ African Pride – Multi Length Texturizer Kit
	☐ African Pride – Dream Kids No Lye Relaxer Kit
	☐ All Ways Natural – No Lye Conditioning Crème Relaxer Kit
	☐ Arosci Aromaphoric Relaxer System
	☐ Crème Of Nature Relaxer Cream
	☐ Crème Of Nature Relaxer Kit Argan Oil
	☐ Crème of Nature Herbarich Conditioning Crème Relaxer System Kit
Revlon, Inc./ Revlon	☐ Crème of Nature Herbarich Conditioning Crème Relaxer and
Consumer Products	Texturizing System
Corporation/ Revlon	☐ Crème of Nature Herbarich No Base Relaxer
Group Holdings LLC/	Crème of Nature No Base Relaxer
Revlon	Crème of Nature No Lye Relaxer
	Crème of Nature Sodium Relaxer Kit
	Crème Of Nature Cni No Lye Relaxer
	Crème Of Nature Cni Sunflower & Coconut Oil - Creme
	☐ Crème Of Nature Eden Relaxer
	☐ Fabulaxer No-Lye Relaxer
	☐ Fabulaxer Gro-7
	Revlon Realistic No-Base Relaxer
	Revlon Realistic No Lye Relaxer Kit
	Other (please specify):
Strength of Nature,	☐ African Pride Olive Miracle Deep Conditioning Crème-on-Crème No
LLC	Lye Relaxer 8 Salon Pack Touch-Ups
	☐ African Pride Olive Miracle Deep Conditioning Curls & Coils Texturizer
	☐ African Pride Olive Miracle Deep Conditioning Curls & Coils Texturizer
	With Aloe Deep Conditioner
	☐ African Pride Olive Miracle Deep Conditioning No-Lye Relaxer One
	Complete Application

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ African Pride Olive Miracle Deep Conditioning No-Lye Relaxer, One
	Complete Touch-Up
	☐ African Pride Shea Miracle Texture Softening Elongating System
	☐ African Pride Dream Kids Olive Miracle (4) Touch-Up Relaxer Kit
	☐ African Pride Dream Kids Olive Miracle Relaxer
	☐ African Pride Dream Kids Olive Miracle Touch-Up Relaxer Kit
	☐ Dr. Miracle's No Lye Relaxer Kit
	☐ Dr. Miracle's New Growth No-Lye Relaxer Kit
	☐ Elasta QP Normal Relaxer Kit
	☐ Elasta QP Normal Relaxer Kit 2 Applications
	☐ Elasta QP Resistant Relaxer Kit
	☐ Elasta QP Sensitive Scalp Kit 12 Application Economy Pack
	☐ Elasta QP Sensitive Scalp Kit – 4 Applications
	☐ Elasta QP No Base Crème Relaxer
	☐ Elasta QP SOY OYL No-Base Relaxer
	☐ Elasta QP SOY OYL 4 Application Anti-Dryness No Lye Relaxer Kit
	☐ Elasta QP No-Base Relaxer
	☐ Elasta QP Extra Body No-Base Regular Relaxer
	☐ Elasta QP Extra Body No-Base Super Relaxer
	☐ Gentle Treatment No-Lye Relaxer Gray Kit
	Gentle Treatment No-Lye Relaxer
	☐ Just For Me Relaxer 1 Complete Touch Up Relaxer
	☐ Just For Me 4 Application Salon Pack Relaxer
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit with Coil & Curl
	Cream
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit (Super) with Oil
	Moisturize Lotion
	Just For Me No-Lye Texture Softener System
	☐ Just For Me No-Lye Texture Softener System with Hair & Scalp Butter☐ Motions Classic Formula Smooth & Silken Hair Relaxer
	Motions Professional 12-Application Salon Pack
	Motions Silkening Shine No Lye Relaxer Kit
	■ Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 2 Touch Up Application
	☐ Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 1 Complete Touch
	Up Application
	☐ Profectiv Procision Relaxer Kit Regular
	☐ Profectiv Relax and Refresh Kit Auburn Spice
	☐ Profectiv Relax and Refresh Kit Cherry Fusion
	☐ Profectiv Relax and Refresh Kit Jet Black
	☐ Profectiv Relax and Refresh Kit Mahogany Brown
	☐ Profectiv Relax and Refresh Kit Silky Black

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Pro-Line Comb Thru Texturizer Kit
	SmartPerm No-Lye Anti-Breakage Relaxer System
	SmartPerm No-Lye Anti-Breakage New Growth Relaxer System, Smart Grow Stimulator
	SmartPerm Smart Valu No-Lye Anti-Breakage Relaxer Kit, 4
	Applications ☐ Smart Perm Smart Valu Smart Gro Stimulator New Growth No-Lye
	Relaxer with GroRehab 4 Applications
	☐ S&B® Botanicals™ 2 Application Relaxer
	■ S&B® Botanicals [™] No-Lye Sensitive Scalp Relaxer, 1-App
	☐ S&B® Botanicals TM No-Mix Texturizer 2-App, with Deep Conditioner
	☐ S&B® Botanicals [™] No-Mix Texturizer 2-App
	☐ S&B® Botanicals™ Relaxer 8-Touch Up
	☐ Soft & Beautiful No-Lye Crème Relaxer
	☐ Soft & Beautiful No-Lye Ultimate Conditioning Relaxer System
	☐ TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye
	Relaxer
	☐ TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye
	Relaxer, 2 Applications
	☐ TCB No-Base Crème Hair Relaxer with Protein & DNA
	☐ UltraSheen Supreme Conditioning No-Lye Relaxer
	☐ UltraSheen Ultra Moisturizing No-Lye Relaxer
	☐ UltraSheen Ultra Moisturizing No-Lye Relaxer, with Keratin
	Other (please specify) Motions Salon Hairrare Silkening Shine Relaxer System 85% Less Breakage No Lye (Regular); TCB Naturals No Base Crème Relaxer with Other (please specify) Protein (Regular); TCB No Lye-No Mirs Relaxer (Regular); TCB Naturals No-Lye Relaxer with Conditioning Olive Oil & Aloe (Regular); Botanzich No-Lye Sensitive Scalp Relaxer (Regular); 5cf & Beautiful Ultimate Protection No-Lye Creme Relaxer System (Regular); Afficiant Sys
	Pride Olive Miracle Deep Conditioning Anti-Breakage No-Lye Relaxer 4 Complete Touch-Ups (Regular); Dr. Miracle's Thermak cutical Intensive No-Lye Relaxer (Regular)
7. Other	manufacturer(s)/product(s) used by Plaintiff not identified above:
	·
8. Plainti	ff's use of Defendant(s) hair relaxer product(s) caused serious injuries and
damages including bu	t not limited to the following:
✓ Uterine	e Cancer
=	e Cancer
	n Cancer
	njuries and/or additional details (please
specify	r):

9. Approximate date(s) of diagnosis (injury(ies)), if applicable at this time, that form(s) the basis of Plaintiff's claim(s):

On or about May 21, 2014. However, Plaintiff did not discover the link between her hair relaxer use and her cancer diagnosis until she saw an advertisement linking the hair relaxer use to her diagnosis on or about January 3, 2023

CAUSES OF ACTION AND THEORIES OF RECOVERY ADOPTED AND INCORPORATED IN THIS LAWSUIT

- 10. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully herein, all common factual allegations contained in paragraphs 1 through 114 of the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060.
- 11. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully herein, the following Causes of Action and the Prayer for Relief within the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060:
 - ✓ Count I Negligence and/or Gross Negligence✓ Count II Negligent Misrepresentation
 - ☑ Count III Negligence *Per Se*
 - ☑ Count IV Strict Liability: Design Defect
 - ☑ Count V Strict Liability: Failure to Warn
 - Count VI Breach of Implied Warranty of Merchantability/ Fitness for a Particular Use
 - Count VII Breach of Express Warranty under state law and the Magnuson-

	Moss Warranty Act, 15 U.S.C. § 2301 et seq.
	Count VIII – Fraud/ Fraudulent Misrepresentation
	Count IX – Fraudulent Concealment
V	$Count\ X-U.S.\ State\ and\ Territory\ Statutory\ Consumer\ Protection\ and\ Unfair\ or\ Deceptive\ Trade\ Practices\ Claims\ (Excluding\ Fraud\ Claims)$
V	Count XI – Unjust Enrichment]
	Count XII – Wrongful Death
	Count XIII – Survival Action
	Count XIV – Loss of Consortium
V	Count XV – Punitive Damages
	Other Causes of Action:
	<u>.</u>
12.	Consortium Claim(s) (if applicable): The following individual(s) allege(s)
damages for lo	oss of consortium:
N/A	·
13.	Survival and/or Wrongful Death Claim(s) (if applicable): The following
individual(s) N/A	allege(s) damages for survival and/or wrongful death:
	·

JURY DEMAND

Plaintiff(s) demand(s) a trial by jury as to all claims in this action.

Dated this the 12th day of November , 2024.

RESPECTFULLY SUBMITTED ON BEHALF OF THE PLAINTIFF(S),

Signature

OF COUNSEL: Jessica Glitz

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